

With the calling for many of the FCC regulations to be dropped, it would be much wiser to first experiment and possibly raise and lower some of the numbers to see the effects before completely eliminating the rules all together. Instead of eliminating the television audience cap rule, it would be much wiser if the FCC to just raise the level first.<sup>2</sup> Experimentation with the television industry is essential, if the FCC goes gradually into any changes than the effects can be better studied and the negative ones can be faced, and hopefully avoided. Also, the television ownership regulations for multiple ownership in a market need to be reintroduced. It is essential to the more efficient distribution of news, information, and ideas for local communities, and would help protect the diversity that is so essential to the local coverage.

Diversity of ideas and ownership are tied together. Without a diversity of owners, there is not the free flow of different ideas to the public that is paramount to a democracy, and a free society. This country was built on the foundation that ideas must be allowed to freely make their way to the public, and without the regulations of the FCC there would be a rapidly decreasing ownership population of the media, allowing the few to control the messages to the many. Though many see this issue as being only based on entertainment, the ownership regulations impacts the dissemination of information to the public and can lead to control of the media. This should not be allowed to happen and the FCC should continue to enforce these important regulations